

## New Order

<b>Agency:</b>	Crossroads Media LLC	<b>Station:</b>	WJLA-TV	<b>Flight Start:</b>	05/23/2012
<b>Office:</b>	Alexandria	<b>Order Type:</b>	Normal	<b>Flight End:</b>	05/29/2012
<b>Client:</b>	12 - CrossroadsGPS	<b>Cancel Date:</b>		<b>Hiatus:</b>	
<b>Product:</b>	11 - Crossroads GPS	<b>Billing Cycle:</b>	Monthly		
<b>Piggyback Product:</b>		<b>Billing Calendar:</b>	Broadcast		
<b>Estimate:</b>	593 - GPS VA FLIGHT B TV 30'S 5.23-5.29.12	<b>Received In ePort:</b>	5/17/2012 5:38:02 PM		
<b>Primary Demo:</b>	A35+	<b>Airtime Dollars:</b>	\$35,500.00		
<b>Demo 2:</b>		<b>Interactive Dollars:</b>	\$0.00		
<b>Demo 3:</b>		<b>Non-Airtime Dollars:</b>	\$0.00		
<b>GRP:</b>	50.40	<b>Total Dollars:</b>	\$35,500.00		
<b>CPP:</b>	\$704.37	<b>Total Spots:</b>	18		
<b>Comments:</b>	Separation: 30	<b>MarketShare:</b>			

### Daily Airtime Lines

Line	Daypart	DPT							<b>Totals for Entire Flight</b>								
		No	(Program)	Code	Rate	C/T	Len	5/23	5/24	5/25	5/26	5/27					
1	WThFMTu 7A-9A GD MRN AMR-ABC			EM	\$1,200.00	C	30	1	0	1	0	0	1	0	3	1.80	\$666.67
LPMay/2011LP (pav)																	
2	WThFMTu 12:30P-1P MILLIONAIRE			DT	\$750.00	C	30	0	1	0	0	0	0	1	2	1.60	\$468.75
LPMay/2011LP (pav)																	
3	WThFMTu 6P-6:30P ABC7 NWS AT 6			EN	\$1,600.00	C	30	0	1	0	0	0	1	0	2	2.90	\$551.72
LPMay/2011LP (pav)																	
4	WThFMTu 7P-7:30P WHEEL-FORTNE			PA	\$3,000.00	C	30	1	0	1	0	0	0	1	3	4.10	\$731.71
LPMay/2011LP (pav)																	
5	WThFMTu 7:30P-8P JEOPARDY			PA	\$4,000.00	C	30	0	1	0	0	0	1	0	2	5.20	\$769.23
LPMay/2011LP (pav)																	
6	WThFMTu 11P-11:35P ABC7 NWS AT 11			LN	\$2,500.00	C	30	0	1	0	0	0	1	0	2	2.70	\$925.93

## New Order (Page 9)

Agency:	Crossroads Media LLC	Station:	WJLA-TV	Order ID:	2134966
Client:	12 - CrossroadsGPS	Product:	11 - Crossroads GPS	Estimate:	593 - GPS VA FLIGHT B TV 30'S 5.23-5.29.12
Flight Start:	05/23/2012	Flight End:	05/29/2012	Received in ePort:	5/17/2012 5:38:02 PM

Line	Daypart	DPT							Totals for Entire Flight								
		No	(Program)	Code	Rate	C/T	Len	5/23	5/24	5/25	5/26	5/27	5/28	5/29			
													Spots				
LPMay/2011LP (pav)																	
7	WThFMTu 11:35P-12:05A ABC-NITELINE	LF	\$1,200.00	0	C	30	1	0	1	0	0	0	1		3	1.80	\$666.67
LPMay/2011LP (pav)																	
8	Su 11P-12A ABC7 NWS AT 11	RT	\$1,600.00	0	C	30	0	0	0	0	1	0	0		1	2.50	\$640.00
LPMay/2011LP (pav)																	
<b>Total Spots:</b>														18			
<b>Total GRP/GIMP(000):</b>														50.4			
<b>Cash\$ - Spots: \$35,500.00 - 18 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$35,500.00 Total CPP/CMP: \$704.37</b>																	